

## ORDER



**Orders**  
**Order / Rev:** 216667  
**Alt Order #:** 06867060  
**Product Desc:** 10/25-10/29 BARACK OBAMA 60S  
**Estimate:** 2175  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$8,640.00	\$7,344.00
10/29/12	10/29/12	5	\$6,120.00	\$5,202.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$8,640.00	\$7,344.00	0.00
November 2012	5	\$6,120.00	\$5,202.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$14,760.00</b>	<b>\$12,546.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	26%	\$14,760.00
Market	100%	\$56,769.23

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	19%	\$10,786.15
WGNT	14%	\$7,947.69
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$9,083.08
WTVZ	11%	\$6,244.62
WVEC	14%	\$7,947.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/24/12	10/26/12	M-F 3-4p Steve Wilkos	CM	3-4p	---TF--	1:00	2	\$120.00	P4	0.00	NM	2	\$240.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--			2			\$120.00		0.00			
E 2	WVBT	10/24/12	10/26/12		CM	4-5p	---TF--	1:00	3	\$200.00	P4	0.00	NM	3	\$600.00

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: POL/Obama For America (D)  
Product Desc: 10/25-10/29 BARACK OBAMA 60S  
Estimate: 2175  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4-5p M-F 4-5p STEVE WILKOS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 3 \$200.00 0.00															
E 3	WVBT	10/24/12	10/26/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	---T---	1:00	1	\$800.00	P2	0.00	NM	1	\$800.00
WVBT FOX NEWS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$800.00 0.00															
E 4	WVBT	10/29/12	10/29/12	World Series World Series	CM	World Series	M-----	1:00	2	\$2,400.00	P3	0.00	NM	2	\$4,800.00
2012 WORLD SERIES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 2 \$2,400.00 0.00															
E 5	WVBT	10/25/12	10/25/12	World Series World Series	CM	World Series	---T---	1:00	1	\$2,400.00	P3	0.00	NM	1	\$2,400.00
2012 WORLD SERIES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,400.00 0.00															
E 6	WVBT	10/27/12	10/27/12	College Football College Football	CM	College Football (3:00 PM-7:30 PM)	-----S-	1:00	2	\$600.00	P3	0.00	NM	2	\$1,200.00
FOX COLLEGE FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 2 \$600.00 0.00															
E 7	WVBT	10/29/12	10/29/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-----	1:00	1	\$120.00	P4	0.00	NM	1	\$120.00
JERRY SPRINGER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$120.00 0.00															
E 8	WVBT	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	1:00	1	\$200.00	P4	0.00	NM	1	\$200.00
STEVE WILKOS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$200.00 0.00															
E 9	WVBT	10/29/12	10/29/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	1:00	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
WVBT FOX NEWS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,000.00 0.00															
E 10	WVBT	10/27/12	10/27/12	World Series World Series	CM	World Series	-----S-	1:00	1	\$2,400.00	P3	0.00	NM	1	\$2,400.00
2012 WORLD SERIES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,400.00 0.00															
N 11	WVBT	10/26/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	1:00	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
WVBT FOX NEWS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,000.00 0.00															
													Totals	16	\$14,760.00